**Rev Review Sheet**

**Definitions**

|  |  |
| --- | --- |
| a. | Convergence |
| b. | Divergence |
| c. | Cognition |
| d. | Cognitive dissonance |
| e. | Attribution theory |
| f. | Self |
| g. | BOP |
| h. | Perception |
| i. | COO |
| j. | Conformity |
| k. | Hofstede |
| l. | Organized class |
| m. | self esteem |
| n. | Maslow |
| o. | Face |
| p. | Informational advertising |
| q. | Transformational advertising |
| r. | Consumer style inventory |
| s. | Decision making unit |
| t. | Lifestyle |

**Tru True/False**

\_\_\_\_ 21. Low context communication is when information is explicit

\_\_\_\_ 22. A value structure map describes how subjects think about a product

\_\_\_\_ 23. Culture is learned behavior

\_\_\_\_ 24. Some mental processes vary with culture

\_\_\_\_ 25. Individuals of low power distance and low uncertainty avoidance do not search for information to make a buying decision

\_\_\_\_ 26. Some shapes can have undesirable associations

\_\_\_\_ 27. Blue is the corporate color of the US

\_\_\_\_ 28. The West is context focused while the East is object focused

\_\_\_\_ 29. How people deal with their appearance is not related to “self”

\_\_\_\_ 30. In collectivist cultures conformity is an automatic process of social harmony

\_\_\_\_ 31. In collectivist cultures respect from others is more important than self-esteem

\_\_\_\_ 32. Self enhancement is stronger in collectivist cultures

\_\_\_\_ 33. A youth developing an identity to function independently in a variety of social groups is an example of individual autonomy

\_\_\_\_ 34. The percentage spent on food should increase with increasing income

\_\_\_\_ 35. Coffee and tea are assumed to mediate the effects of climate

**Other Questions**

*.*

\_\_\_\_ 36. Mental processes relevant for understanding consumer behavior are cognition, learning, perception and

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

\_\_\_ 37. The car buying motives in the US would be

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

\_\_\_\_ 38. Ownership of really expensive watches is correlated to

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

\_\_\_\_ 39. Self - actualized individuals are characterized by

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

\_\_\_\_ 40. A brand characteristic like “friendly” is most attributed to

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

\_\_\_\_ 41. Competence, self- discipline and dutifulness are examples of which personality trait

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

\_\_\_\_ 42. Drivers who considered their car to be a status symbol correlated with

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

\_\_\_\_ 43. Key associations for fashion in France are individuality symbolism and

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

\_\_\_\_ 44. Economic development is linked to changes that include

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

\_\_\_\_ 45. The countries strongest in self-enhancement are:

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

\_\_\_\_ 46. In Maslow’s hierarchy the ultimate need is

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

\_\_\_\_ 47. Countries that value success are

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

\_\_\_\_ 48. The top consumer decision-making styles are

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

\_\_\_\_ 49. Which group is considered to be culture free and most rational in decision making

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

\_\_\_\_ 50. In which country culture does “silence” have meaning

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |